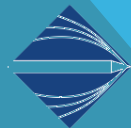


PERFECT PERSUASION:

HOW "SPIN SELLING" CAN HELP YOU SELL YOUR IDEAS

- Refresher on the technique
- Practice cases
- Sharing Learnings
- Build the skills
- Be a STAR—land the job offer!



FastTrackLeadership

COACHING • CONSULTING • CREATIVE SOLUTIONS

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PERFECT PERSUASION: THE KEY IS THE QUESTION

*Ask questions
about each area*

PROBLEM

SITUATION

IMPLICATION

**NEED-
PAYOFF**

*These 4 essential
areas make up the
S.P.I.N. selling
technique*

PERFECT PERSUASION: THE KEY IS THE QUESTION

Begin by asking questions about the situation the other party faces



Ask about:

Their role in the enterprise

Their tasks in the enterprise

Facts about their enterprise

Who are their partners?

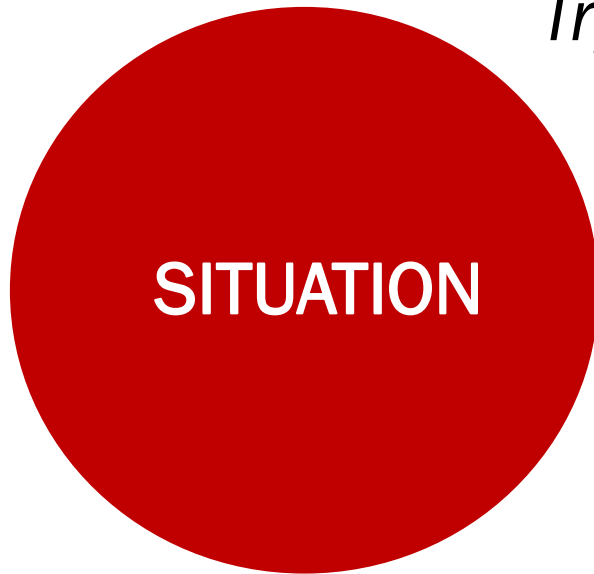
Who are their customers?

*Situation questions should help
understand the “lay of the land” for
the other party*

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USE SITUATION QUESTIONS SPARINGLY

Don't overuse situation questions: do your own homework first!



Try to learn about:

What is unique about what they have to offer?

What market changes do they see on the horizon?

What they are doing now?

Ask ONLY purposeful questions

People will become bored quickly when answering these questions—

DO NOT DUPLICATE OR DISTRIBUTE *use them sparingly*

PERFECT PERSUASION: THE KEY IS THE QUESTION

Follow with questions that help you understand issues the other party faces



PROBLEM

Ask about their:

Problems

Challenges

Difficulties

Dissatisfactions with the current situation

Demonstrating that you can listen to their challenges will help them to understand how you can help solve their problem

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PROBLEM QUESTIONS: DESIGNED TO FIND NEEDS

Examples of more complex questions

Does your workforce have the training it needs to meet client demands?

How successful is your team in working in today's inter-professional environment?

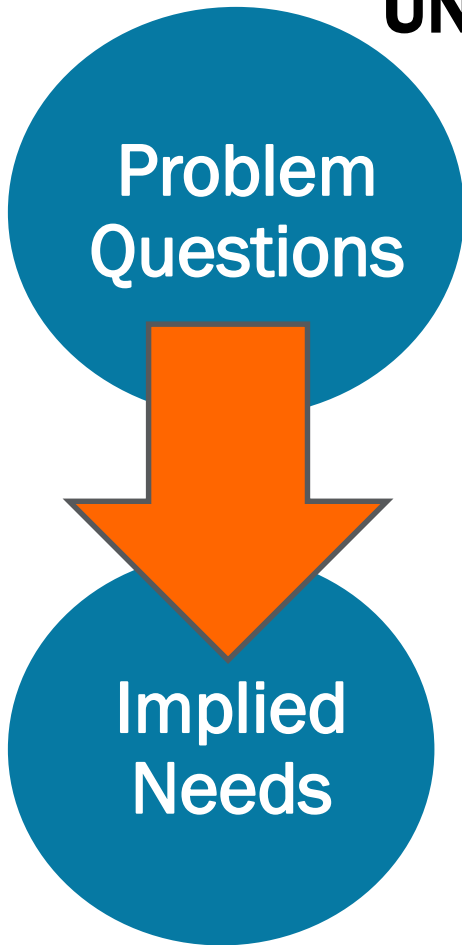
Do you have the kind of collaborations and partnerships across silos that you need?



PROBLEM

*“...after all, if you can't uncover any problems to solve, you don't have a basis for business relationship.” –Neil Rackham, **DO NOT DUPLICATE OR DISTRIBUTE** developer of the S.P.I.N. selling technique*

UNDERSTANDING IMPLIED NEEDS



Problem
Questions

Implied
Needs

Problem questions surface implied needs

*Surfacing that problem is their
purpose*

Here they see they have a problem

*Despite this acknowledgement,
the problem is not typically felt
as urgent*

*Asking problem questions can help you
uncover an implied need—it's
acknowledged but not felt as urgent*

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IMPLICATION ILLUMINATES THE CONSEQUENCES

Then ask questions about the consequences

Ask about the:

Consequences of the problems they face

Effects of their challenges

Dissatisfactions with the current situation

Implication questions will increase their perception of the value you can offer them

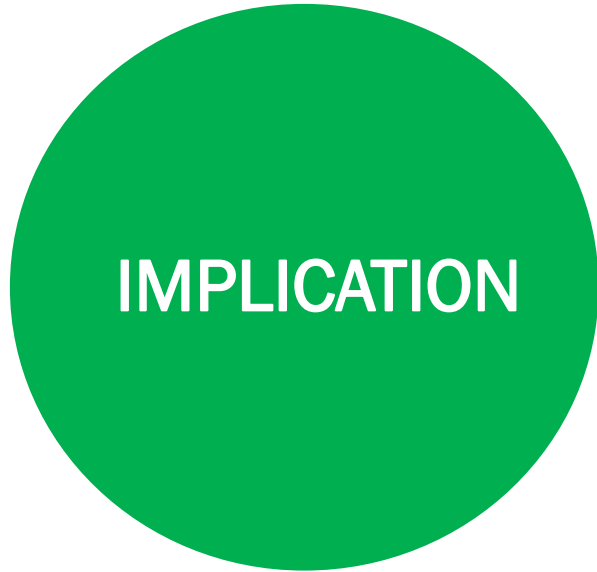


IMPLICATION

To set the stage for making a persuasive argument, your discussion should contain a large proportion of implication questions

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IMPLICATION QUESTIONS HELP EVERYONE UNDERSTAND THE SYSTEMS VIEW OF PROBLEMS



Problems have obvious consequences, but all too often cause deeper issues that are often missed.

Implication questions help everyone see problems from a systems perspective discover explicit needs.

Implication questions surface explicit needs.

You build trust by helping the other party to see they have (and how they can solve) a deep multi-faceted problem.

Truly significant problems must be dealt with at the systems level. These questions help them see that view.

SYSTEMS LEVEL IMPLICATION QUESTIONS

“You say you face problem “X”. What effect does that have on your ability:

- to serve clients?
 - to assure quality?
 - to control costs?



IMPLICATION

How does it impact your ability to retain employees?

And what does turnover do to your bottom line?

Think of Implication Questions as diagnostic ones that help you gain depth of understanding

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SYSTEMS LEVEL PROBLEMS NEED SOLUTIONS!

These questions are diagnostic ones

But, surfacing problems with no solutions will likely create dissatisfaction in the other party



IMPLICATION

People can feel demoralized and defeated by a singular focus on problems

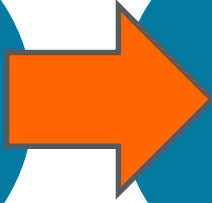
Your purpose for persuasion should be based on a solution you have to offer

Implication Questions use the basic Socratic method, and help you gain depth of understanding

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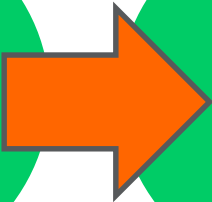
UNDERSTANDING THE 2 KINDS OF NEEDS

PROBLEM
QUESTIONS



Implied
Needs

IMPLICATION
QUESTIONS



Explicit
Needs

Needs fall into 2 categories

*Here they **see** they have a problem, but this doesn't usually help with persuasion*

Here they see the deeper implications of the problem and are actively moving toward a solution

Implied and Explicit needs both point out problems, but only developing explicit needs has been shown to be successful in persuasion

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NEED PAYOFF: SOLVING THEIR NEED IS THE ULTIMATE PERSUASION

Follow with questions that help you understand issues the other party faces



**NEED-
PAYOFF**

Ask about the:

- *Value*
- *Usefulness*
- *Utility*

they perceive in a solution

Questions that establish how their need can be met by the solution or partnership you have to offer are linked strongly to successful outcomes

IN ANSWERING NEED PAYOFF QUESTION, THE OTHER PARTY “SELLS THEMSELVES”

More example questions



**NEED-
PAYOFF**

Is it important to you to solve this problem? How so?

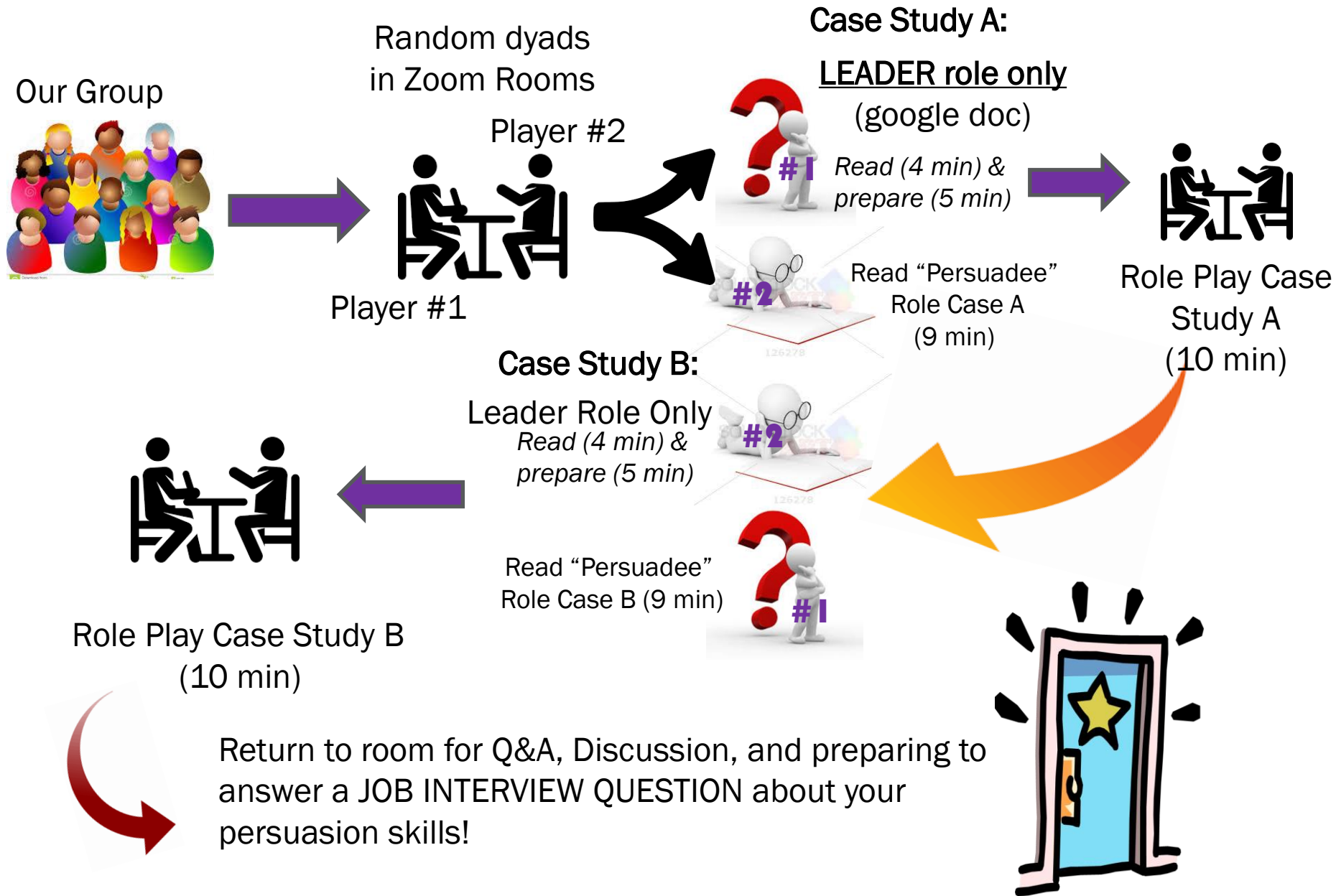
Why would you find this solution so helpful? What benefits do you see?

Is there any other way this could help you?

How do you think X solution might help you?

Successful business relationships are based on trust. Showing how you can help solve real needs builds trust

CASE STUDY PRACTICE



CASE STUDY Q & A

Questions?

Insights?



Ideas?

INDIVIDUAL REFLECTION

How do you ACE the JOB Interview on a question about your skills in persuasion?



Describe the **Situation** you were in

What was the **Task** you needed to accomplish?

What **Action(s)** did you take?

What **Result(s)** did you achieve?

Please use the “Be a STAR” Worksheet sent to you prior to this session

(Need one? Let us know, we'll email it to you!)



CASE STUDY PRACTICE

Our Group



Random dyads
in Zoom Rooms



LEADER role
only
(google doc)

Case Study A:

*Read (7 min) &
prepare (5 min)*

Case Study B:



Read
"Persuadee"
Role for
opposite
case



Role Play Case Study B
(10 min)

Role Play Case Study A
(10 min)



Return to room for Q&A, Discussion, and preparing to
answer a **JOB INTERVIEW QUESTION** about your
persuasion skills!

